

HOW CONSUMERS SHOP THE CANNED FOOD SECTION



Pacific Coast Producers conducted an extensive study of the canned food shopper in three grocery chains during the Fall of 2017. Our goal was to understand how the Store Brand can best meet shopper needs. Our findings below:

Canned Tomatoes and Canned Fruit are **essential** ingredients in their **kitchens**.

Shoppers keep multiple cans (10-30+) in their pantries and purchase more before they run out.

Canned Tomatoes and Canned Fruit are **essential** ingredients in their day to day **meals and snacks**.



75% of shoppers are using multiple stores to find the groceries they need.

If a shopper cannot easily find what they want at one store, they will look for it elsewhere.



STORE BRANDS ARE VIEWED AS BEING JUST AS GOOD AS NATIONAL BRANDS

Roughly 74% of U.S. consumers report Store Brands are a perfectly good alternative to name brands.



“I buy them all the time (Store Brand Canned Tomatoes). I trust it and the price.”

“This Store Brand works great for me (Fruit).”



“I look for the (Store Brand) for my tomato sauce seasoning.”

“I look for organic in juice first (Canned Peaches), then I look for price. **Brand does not matter.**”

PRICE IS NOT THE MOST IMPORTANT FACTOR ON THE SHELF



CANNED TOMATOES: FORM IS FIRST



90% of shoppers seek out their favorite form first – **Diced, Stewed, Whole Peeled, Sauce, etc.**

Then they shop within that form for **size, price and brand.**

CANNED FRUIT: TYPE IS FIRST



85% of shoppers search for type of fruit first – **Peaches, Pears, Mixed Fruit etc.**, followed by pack type – **cups or cans.**

Then **price** follows. Most consumers are only seeking **snacking-only products.**

SPENDING VERY LITTLE TIME MAKING DECISIONS



Average time in store is 41 minutes.

Average number of items purchased is 21.

Less than **two** minutes per purchase to examine price, product, recipes etc.

SEEKING CONVENIENT MEALS TO MAKE AT HOME

49% are deciding what to make for dinner on the way home.

72% are making meals themselves at home **four** nights a week.



WANT TO QUICKLY COMPARE PRODUCTS

Nearly half of shoppers say they want to be able to easily compare price and products in one place on shelf.

STORE BRAND NEEDS TO STAND OUT ON THE SHELF

Shoppers expect the Store Brand to look as good as the National Brands.